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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/071,945	02/05/2002	Max Schireson	021756-068700US	3623
51206 7590 10/19/2009 TOWNSEND AND TOWNSEND AND CREW LLP TWO EMBARCADERO CENTER 8TH FLOOR SAN FRANCISCO, CA 94111-3834			EXAMINER CHEUNG, MARY DA ZHI WANG	
			ART UNIT 3694	PAPER NUMBER
			MAIL DATE 10/19/2009	DELIVERY MODE PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b> 10/071,945	<b>Applicant(s)</b> SCHIRESON, MAX	
	<b>Examiner</b> MARY CHEUNG	<b>Art Unit</b> 3694	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 05 August 2009.
- 2a) ☐ This action is **FINAL**.                      2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-3,5-10,12-17 and 19-21 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-3,5-10,12-17 and 19-21 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |  |   |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892)                     | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____                                      |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)          | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____  | 6) <input type="checkbox"/> Other: _____                          |

## **DETAILED ACTION**

### ***Status of the Claims***

1. This action is in response to the applicant's filing on August 5 6, 2009. Claims 1-3, 5-10, 12-17 and 19-21 are pending and examined below. Claims 1, 8 and 15 are amended.

### ***Response to Arguments***

2. Applicant's arguments with respect to claims 1-3, 5-10, 12-17 and 19-21 have been considered but are moot in view of the new ground(s) of rejection.

### ***Claim Rejections - 35 USC § 103***

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 1-3, 5-10, 12-17 and 19-21 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bimson et al., US 2002/0046244 A1 in view of Moore et al., US 2001/0049672 A1.

As to claims 1, 8 and 15, Bimson teaches a method, a computer system, and a computer readable media of updating Web pages of an e-commerce storefront, comprising (abstract):

- accessing, on a web browser, a Web page out of a plurality of Web pages of an e-commerce Web site over an intranet link (¶ 23 and Fig. 1);

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- submitting log in information to the Web site over the intranet link, wherein said log in information is for providing privileges sufficient to enable editing of the Web site, and wherein said intranet link is separate from an Internet communication link (§§ 23, 29 and Figs. 1 and 5);
- invoking a web page editor having a graphical user interface for editing the Web page, wherein the web page editor is invoked on the web browser over the intranet link (§§ 24, 29 and Figs. 2, 5);
- selecting an item on the Web page to modify (§§ 24, 29);
- editing the item on the Web page using the graphical user interface to create an updated version of the Web page (§§ 24, 29);
- submitting the edited item to the Web site (§§ 24, 29);
- receiving the updated version of the Web page over the Internet communication link (§§ 23, 29 and Figs. 1, 5); and
- displaying the updated version of the Web page on the web browser (§§ 23, 29).

Bimson does not specifically teach the selected item is for sale on the e-commerce website on the Web page to modify, the item having one or more attributes related to the item displayed on the Web page, wherein selecting the item provides causes the web page editor to display an interface for editing the one or more attributes of the item, and wherein editing the item include updating one or more attributes of the item, and the updated version of the Web page displayed the attributes related to the item, including the one or more updated attributes.

However, this matter is taught by Moore as allowing the merchant to select an item for sale on the e-commerce website to be modified on the Web page, wherein the modifications include editing one or more attributes of the selected item, and the selected items with the updated attributes can then be displayed on the Web page (§ 71 and Figs. 15-16).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to allow the selected item in Bimson's teaching to include the features as taught by Moore so that a party who would like to sell merchandise online can be attracted to use Bimson's teaching.

As to claims 2, 9 and 16, Bimson teaches logging into the Web site with an authentication to obtain privileges for modifying Web pages of the Web site (§ 23, 29).

As to claims 3, 10 and 17, Bimson teaches receiving updated version of the Web page to view and verify the edit item as discussed above. Bimson does not specifically teach logging out the Web site prior to receiving the updated version of the Web page. It would have been obvious to one of ordinary skill in the art to allow Bimson's teaching to include the feature of logging out the Web site prior to receiving the updated version of the Web page for reducing the conflict between the modification and updating of the web content.

As to claims 5, 12 and 19, Bimson teaches viewing the updated version of the Web page (Fig. 2). Bimson does not specifically teach viewing the updated version of the Web page using a web browser on a client machine to verify the appearance of the edited item, the appearance being the same as the appearance to a standard user

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accessing the updated version of the Web page. However, Moore teaches this matter (§ 93). It would have been obvious to one of ordinary skill in the art to allow Bimson's teaching to include the feature of using a web browser on a client machine to verify the appearance of the edited item being the same as the appearance to a standard user accessing the updated version of the Web page for ensuring the quality of the edited item.

As to claims 6, 13 and 20, the limitations for submitting a first log in information to obtain a first privilege level for editing the Web page and submitting a second log in information to obtain a second privilege level for editing the Web page, wherein the second privilege level is higher than the first privilege level for modifying a greater number of items of the Web page than the first privilege level are taught by Bimson as assigning different privilege level for editing the Web page (§ 30).

As to claims 7, 14 and 21, Bimson teaches generating a workflow notification to request an approval of the updated version of the Web page, wherein the updated version of the Web page is not provided until the approval is obtained (Fig. 2).

### ***Inquire***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to MARY CHEUNG whose telephone number is (571)272-6705. The examiner can normally be reached on Monday – Thursday from 10:00 AM to 7:00 PM. If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, James Trammell, can be reached on (571) 272-6712.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

The fax phone numbers for the organization where this application or proceedings is assigned are as follows:

(571) 273-8300	(Official Communications; including After Final Communications labeled "BOX AF")
(571) 273-6705	(Draft Communications)

/Mary Cheung/  
Primary Examiner, Art Unit 3694  
October 9, 2009